Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 BRUSSE 02103 041732Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 041506Z MAR 77
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 9222

UNCLAS BRUSSELS 02103

E.O. 11652:N/A
TAGS:BEXP,BE
SUBJECT: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

REF: STATE 45849

1.THIS POST HAS COME TO COUNT ON THE FOREIGN BUYER PROGRAM AS ONE OF THE MOST EFFECTIVE AND ECONOMICAL MEANS AVAILABLE TO US TO INCREASE U.S EXPORTS. OUR CCP FOR FY 76 LISTS 4 TRADE SHOWS FOR WHICH WE HAD PLANNED TO ORGANIZE GROUP TRIPS OR INTERNATIONAL VISITS IN COOPERATION WITH THE FOREIGN BUYERS PROGRAM.THESE TRIPS ARE DIRECTLY CONNECTED TO THE EXECUTION OF SIX SPECIFIC CAMPAIGNS FOR FY78.

2.AS OUR AIGRAMS A-150 (AUGUST 19, 1976)AND A-211 (OCTOBER 26, 1976)INDICATE,THIS POST BEGAN ORGANIZING GROUP FLIGHTS TO SELECTED FOREIGN BUYERPROGRAMS FAIRS LAST YEAR AND HAS OBTAINED TANGIBLE RESULTS IN TERMS OF ACTUAL BUSINESS DONE AT,OR AS A RESULT OF, THESE VISITS.

3.A BIG SELLING POINT IN ENCOURAGING BUSINESSMEN TO SEEK U.S. PRODUCTS WAS THAT WE COULD SAY TO THE BUSINESSMAN,"WHEN YOUR ARE PLANNING A
TRIP TO THE STATES,TELL US EXACTLY WHAT YOU ARE LOOKING TO BUY AND WHERE YOU PLAN TO BE AND WE WILL HELP YOU FIND WHAT YOU
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ARE LOOKING FOR." USDOC 18378, 26 OCTOBER 76 IS AN EXAMPLE OF THE PROMPT,USEFUL REPLIES THAT WE HAVE INVARIABLY RECEIVED TO JUST SUCH REQUESTS.

4. FBP PROGRAM IS ONE OF THE MOST PRODUCTIVE IN TERMS OF SALES OF U.S EXPORTS THAT MIGHT NOT HAVE OTHERWISE OCCURRED. WE ARE CONCERNED THAT A CUTBACK IN THE PROGRAM WILL MEAN THAT

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THE KIND OF HAND-TAILORING WE HAVE BEEN ABLE TO PROVIDE THE
SERIOUS POTENTIAL BUYER WILL NO LONGER BE POSSIBLE. OUR
ABILITY TO BRING ABOUT EXPORT SALES WILL CERTAINLY SUFFER.

5.IN TERMS OF POST RESOURCES,THE FBP PROGRAM HAS BEEN MORE
ECONOMICAL THAN IN-STORE PROTMOTIONS,TRADE MISSIONS OR EVEN
CATALOG SHOWS. WE THINK THAT TO ASK THE
FOREIGN BUSINESSMEN TO PAY A FEE FOR THE USE OF THE FOREIGN
BUYER PROGRAM'S SERVICES. WOULD SERIOUSLY REDUCE THE POPULARITY
OF THE PROGRAM AND THUS DISCOURAGE WHAT WE MEAN TO PROMOTE.
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